

# The Association Between The Format of News Consumption & Campaign Contributions

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## Introduction

- American political campaigns are among the most sophisticated marketing and media planning exercises in the country (Petrova et al., 2021; Tanusondjaja et al., 2023).
- While there is extensive research on the positive correlation between increased news coverage from different news sources and political fundraising (Safiullah et al., 2022), there is still more research to be done before definitive conclusions can be drawn regarding political news consumption sources and campaign contributions (Goldstein & Ridout, 2004).
- Studies have focused on the direct correlation between ads appearing on news sources and fundraising contributions rather than the correlation between an individual consuming a specific type of media source (such as TV or radio) and contributing to political campaigns.

## Research Question

- Are people who consume NPR online versus through the radio more or less likely to contribute to a political campaign over the course of the 2020 American election cycle?

## Methods

### Sample

- This study utilized the 2020 ANES dataset, which surveyed a sample of American voters before and after the 2020 presidential election.
- 3,879 respondents answered whether or not they consumed NPR radio, 5,290 respondents answered whether or not they consumed NPR online, and 7,449 respondents reported if they had contributed to a political campaign over the course of the 2020 election cycle.

### Measures

- NPR News consumption through the radio was measured with the question “Which of the following Radio Programs do you listen to regularly?” Dummy variables were created.
- NPR News consumption through the NPR website was measured similarly. “Which of the following websites do you visit regularly?” Dummy variables were created.
- Campaign contributions was measured with the question: “Did you give money to an individual candidate running for public office?” A dummy variable was similarly created.

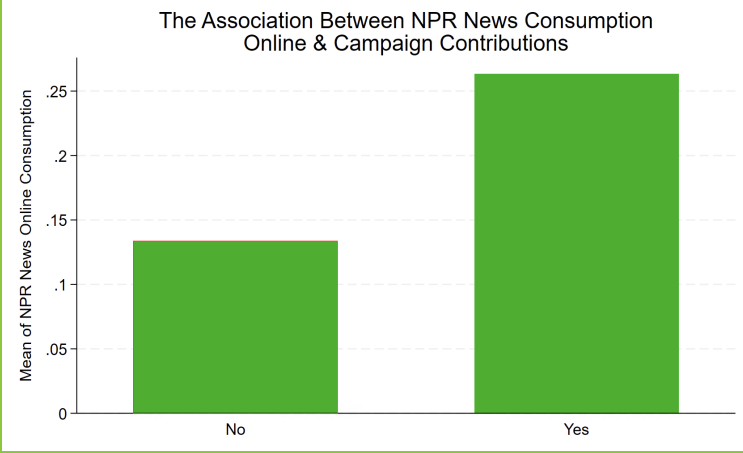
## Results

### Univariate

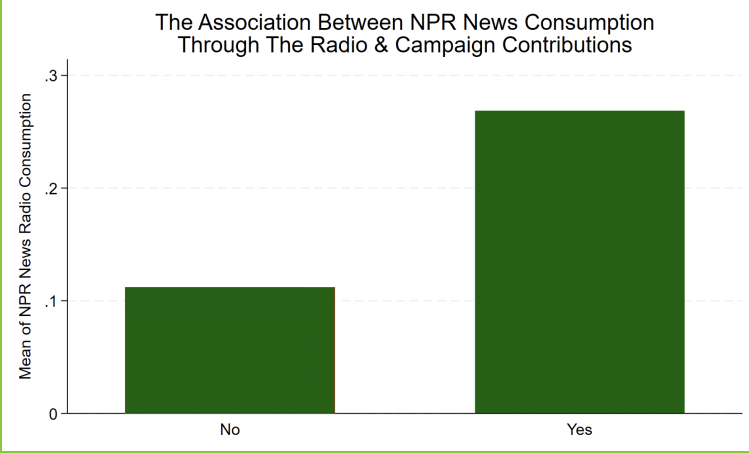
- 15.82% of respondents consumed NPR online
- 14.41% of respondents consumed NPR radio
- 19.77% of respondents contributed to a political campaign

### Bivariate

- Chi-Square analysis showed that people who consumed NPR News online were significantly ( $p<0.000$ ) more likely to donate to a political campaign. A logistic regression had similar results. Those who consume NPR News online have an expected odds of donating to a political campaign that is 2.32 times higher than those who do not consume NPR News online.
- Chi-Square analysis also showed that people who consumed NPR News through the radio were significantly ( $p<0.000$ ) more likely to donate to a political campaign. A logistic regression had similar results. Those who consume NPR radio have an expected odds of donating to a political campaign that is 2.91 times higher than those who do not consume NPR radio.



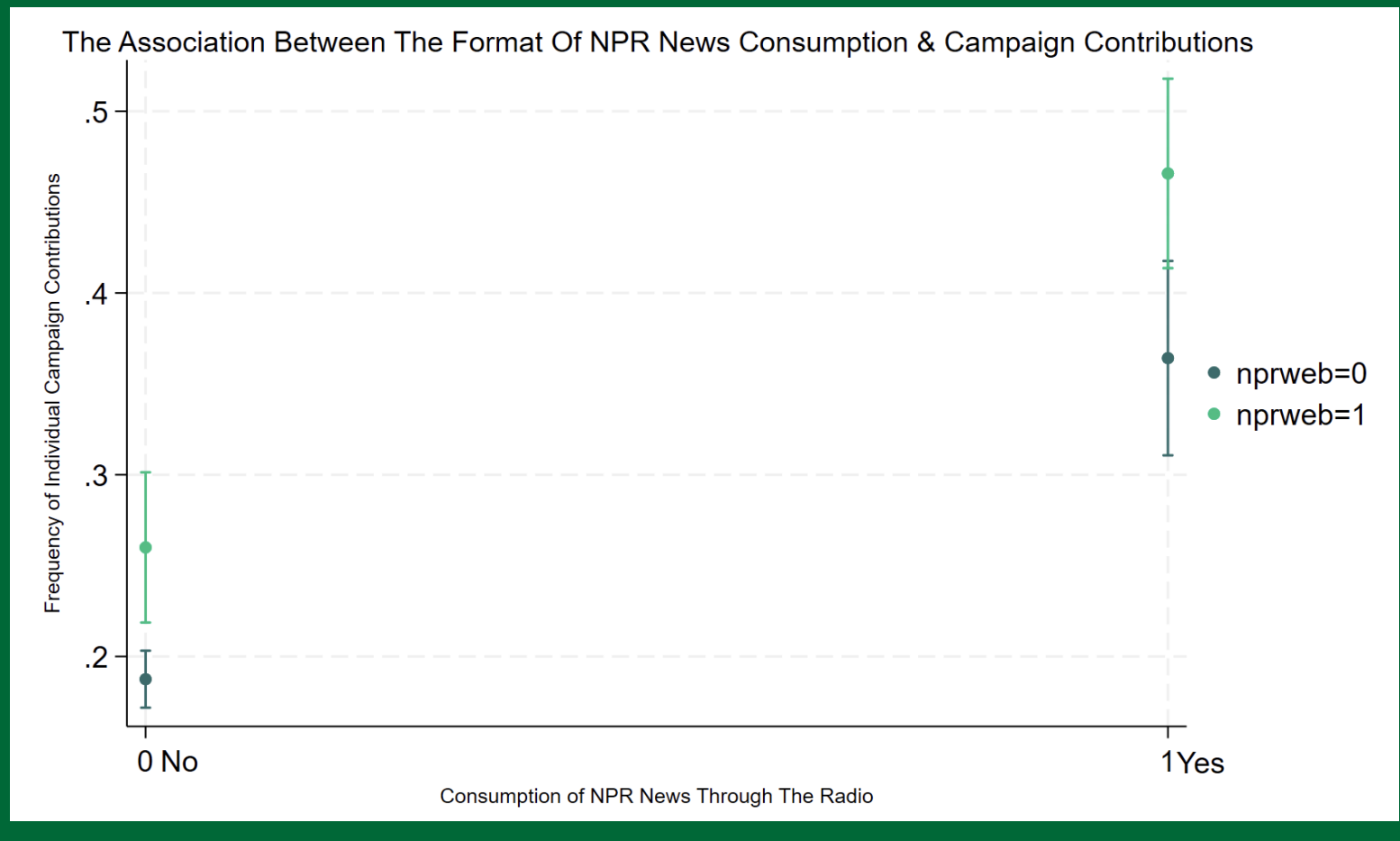
Consumption	Mean of NPR News Online Consumption
No	~0.14
Yes	~0.28



Consumption	Mean of NPR News Radio Consumption
No	~0.11
Yes	~0.27

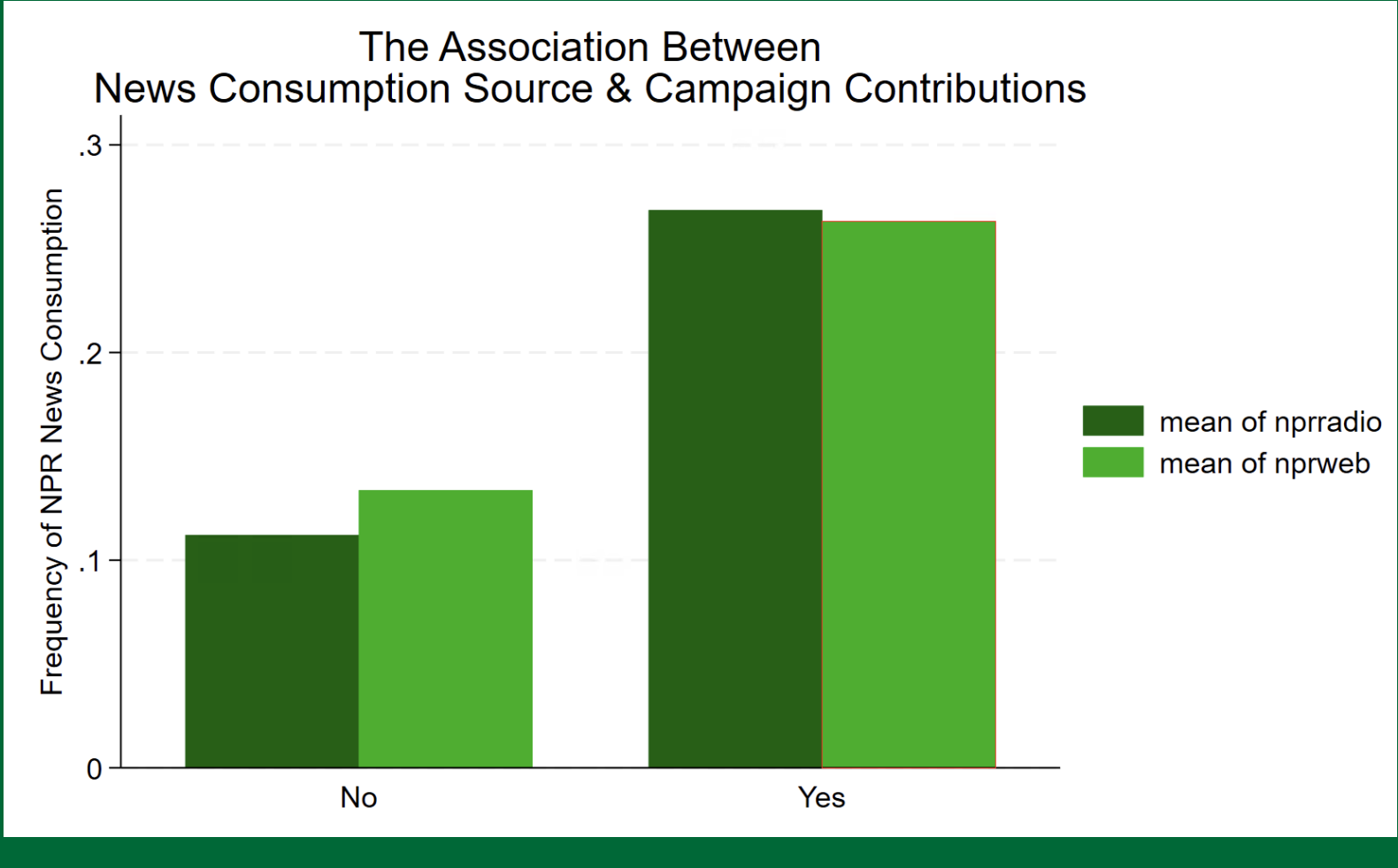
### Multivariate

- After running a logistic regression with all three of my variables, I found that when controlling for both variables, the odds ratio for consuming NPR News through the radio is 2.48, and the odds ratio for consuming NPR News online is 1.52.



Consumption	nprweb=0	nprweb=1
0 No	~0.18	~0.26
1 Yes	~0.36	~0.46

*The graph above shows that when nprradio and nprweb = 0, the frequency of campaign contributions is lowest. The frequency of campaign contributions is highest when nprradio and nprweb=1*



Consumption	mean of nprradio	mean of nprweb
No	~0.11	~0.14
Yes	~0.27	~0.26

*The graph above shows that when people consume NPR News through either source, their tendency to donate to a political campaign is higher. People are more likely to donate if they listen to NPR Radio than consume NPR News online.*

## Discussion

- Individuals who listened to NPR News through the radio were significantly ( $p<0.000$ ) more likely to donate to a political campaign over the course of the 2020 election cycle than those who consumed NPR News online.
- It was surprising to find was that individuals who consumed any form of NPR News were significantly ( $p<0.000$ ) more likely to donate to a political campaign over the course of the 2020 election cycle.
- Based on this research, it would perhaps be advantageous for politicians to place campaign advertisements on NPR, especially NPR News Radio. However, further research is needed to determine whether this is true for specific candidates and campaigns.

## References

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